

Message Text

UNCLASSIFIED

PAGE 01 MADRID 08302 261240Z

63

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 038943

R 261054Z NOV 75
FM AMEMBASSY MADRID
TO USDOC WASHDC
INFO SECSTATE WASHDC 3786
AMCONSUL BARCELONA

UNCLAS MADRID 8302

E.O. 11652: N/A

TAGS: BEXP, SP

SUBJ: IN-STORE PROMOTION: SEARS DE ESPANA

1. TONY FERNANDEZ OF SEARS DE ESPANA HAS INFORMED EMBASSY
HE WISHES PROCEED WITH NEW LETTER OF INTENT FOR SEARS ISP
SEPTEMBER, 1976. PER FY 76 CCP FOR SPAIN, EMBASSY HAD INTERESTED
LOCAL SEARS MANAGEMENT IN FY 77
ISP PROVIDED FUND AVAILABLE.

2. VIEW CHANGE NEXT YEAR WITH FY 77 BEGINNING OCTOBER 1 RATHER
THAN JULY 1, MAY WE PROCEED WITH SEARS FOR SEPTEMBER 1976
PROMOTION? SEARS VERY STRONGLY FAVORS THIS MONTH AS WAS THE
CASE WITH ABORTIVE SEPTEMBER 1975 PROMOTION. MAY FUNDS FOR
THIS EVENT BE MADE AVAILABLE DURING JULY 1 - SEPTEMBER 30,1976
TRANSITION PERIOD OR MUST LOCAL SEARS OPERATION BE TOLD PROPOSED
ISP WILL HAVE TO OCCUR SUBSEQUENT TO OCTOBER 1,1976.

3. ADVISE SOONEST.
STABLER

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 26 NOV 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
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From: MADRID
Handling Restrictions: n/a
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Margaret P. Grafeld
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Subject: IN-STORE PROMOTION: SEARS DE ESPANA
TAGS: BEXP, SP, (FERNANDEZ, TONY)
To: COM
Type: TE
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